

PURCHASE INTEREST IN NORTHWIND
AT 25¢ DISCOUNT

(By brand loyalty)

	Brand Loyal	Type Loyal	Not Brand Loyal
N =	81 %	45 %	113 %
<u>Selected Northwind</u>	<u>71</u>	<u>55</u>	<u>69</u>
First	59	44	58
Second	12	11	11

QUESTION:

As a way of saying "thank you for your cooperation", I can sell you a pack of Northwind, or any other menthol brand you'd like, including your regular brand at 25¢ off the price. Which one brand would you like?

And which brand would be your second choice?

TABLE

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